

WE CLAIM

1. An electronic commerce method comprising:
providing a printed catalog that includes an image of an article offered for sale by
a merchant, wherein the image is steganographically encoded with plural-bit binary data;
5 optically sensing the image to produce image data corresponding thereto;
decoding the steganographically encoded data from the image data; and
electronically ordering the article from the merchant by use of said decoded data,
wherein said ordering makes use of earlier-stored customer profile information.

10 2. The method of claim 1 in which the customer profile information includes
clothing size data.

3. The method of claim 2, further comprising:
processing the decoded data for transmission to a remote merchant computer, said
15 processing including supplementing the decoded data with supplemental data
corresponding to the customer;
transmitting the processed data to the remote merchant computer;
receiving first order data from the remote merchant computer, responsive to the
transmitted processed data;
20 presenting the first order data to the customer;
receiving from the user further input selecting among options included in the first
order data; and
transmitting said further input to the remote merchant computer.

25 4. The method of claim 3 in which the supplemental data includes the customer
profile information.

5. The method of claim 3 in which the supplemental data includes data
identifying the customer.

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6. An electronic commerce method comprising:
providing a printed catalog that includes an image of an article offered for sale by a merchant, and machine-readable indicia representing multi-bit data associated with said article;

5 optically sensing the indicia to produce image data corresponding thereto;
 decoding the multi-bit data from the image data; and
 transmitting at least a portion of said multi-bit data to a first computer, together with data identifying the user;
 transmitting data from the first computer to a second computer, said data serving
10 to identify the article;
 presenting selection data from the second computer to a user, said selection data representing at least one of (a) colors, (b) styles and (c) sizes associated with said article;
 and
 receiving input from the user selecting among the presented selection data, and
15 transmitting same to the merchant.

7. The method of claim 6 which includes consulting earlier-stored user profile data, and customizing the selection data presented to the user in accordance with said profile data.

8. The method of claim 6 that includes sensing the indicia with a peripheral device that includes an optical sensor and a wireless link to an associated processing device.

25 9. The method of claim 6 in which the presenting includes transmitting selection data from the second computer to a user computer.

10. An electronic commerce method comprising:
scanning machine-readable indicia on a tag associated with a garment;
30 decoding multi-bit data from said scanned indicia;

through use of at least a portion of said multi-bit data, identifying clothes or accessories that may complement said garment.

11. The method of claim 10 that includes presenting at least certain of said clothes or accessories to a user on a display screen, using a synthesized model that also includes said garment.

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